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BULLETIN
No. 20

MAJOR

ALZAK

REFLECTORS

**32% more
efficient**

ALZAK reflectors with a reflection factor of 87, as compared with chromium at 65, have the highest reflective power of any known practical medium. The discovery, partly scientific, partly accidental, is of inestimable value to the electrical world.

SINCE the name "MAJOR"

has become known to the architects and engineers, hundreds of notable structures in America have risen to bear evidence of the dependable, economic engineering efforts that "MAJOR" had put behind each unit or combination.

Believing that perfection is to be sought but never attained, MAJOR Engineers are ever turning their searchlights in efforts to improve each product. The results have made "MAJOR" equipment a standard in their various fields.

MAJOR ALZAK Reflectors are one of the recent spectacular improvements now made available in connection with "MAJOR" lighting.



The Ford Exhibit Building—Century of Progress—designed by Albert Kahn, of Detroit, Mich., is one of the first of modern buildings lighted by Modern methods. The large structure covering 11 acres is designed around the lighting effects.

MAJOR ALZAK reflectors are used extensively in its illumination.

ALZAK Reflectors

are decidedly an outstanding step ahead in arriving at the greatest perfection in reflectors.

This newest and most efficient of reflective surfaces is especially adaptable in making even more effective the many products for which the name "MAJOR" has become an insignia of advanced engineering in light projection.

ALZAK is more than a new metallic surface. It is the result of three scientific treatments which produce a surface of superior reflective power.

"MAJOR" engineers were pioneers in the adoption of chromium reflectors, but now after exhaustive tests involving every condition to which a reflector is naturally subjected while in use, ALZAK has proved its unsurpassed qualities of permanency and efficiency.

ID 90-B4877 TCF

32% more light---
same wattage

ALZAK REFLECTORS



Type R-500

NARROW BEAM



Type R-500A



Type MR-150

ALZAK Reflectors

now give a 32% increase in brilliancy to all MAJOR
equipment without increasing the consumer
Electric Lighting Engineers are amazed at
due to this the latest of MAJOR achievement
The reflective power of ALZAK in its effect
visible cause, is as puzzling to the electrical en
rays.



A SIZE FOR E

OR

WAK FACTORS

25% less wattage...
same light



Type WR-150A



Type WR-500



Type WR-500A

WIDE BEAM



Type RF-501

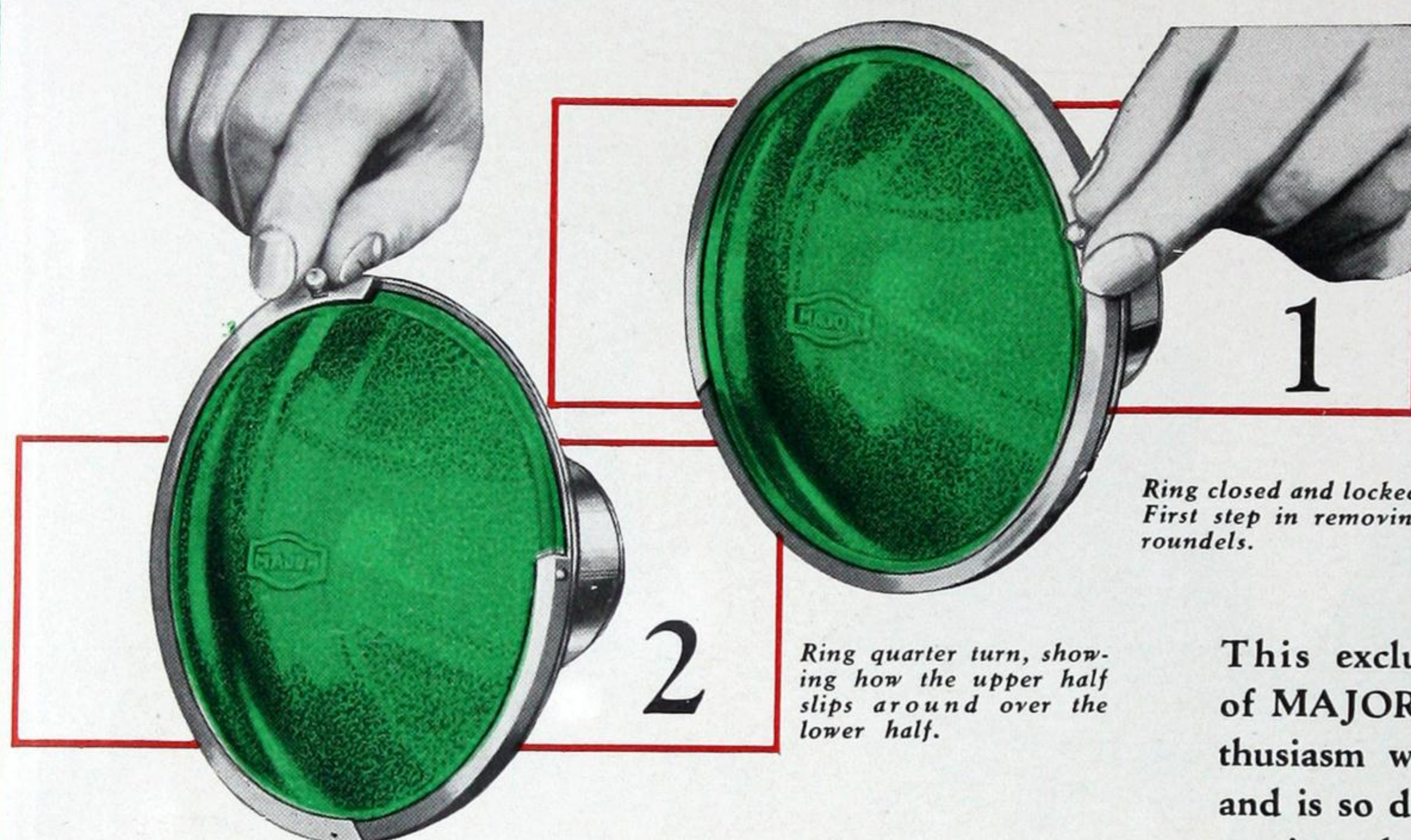
MAJOR lighting
wattage.
the possibilities
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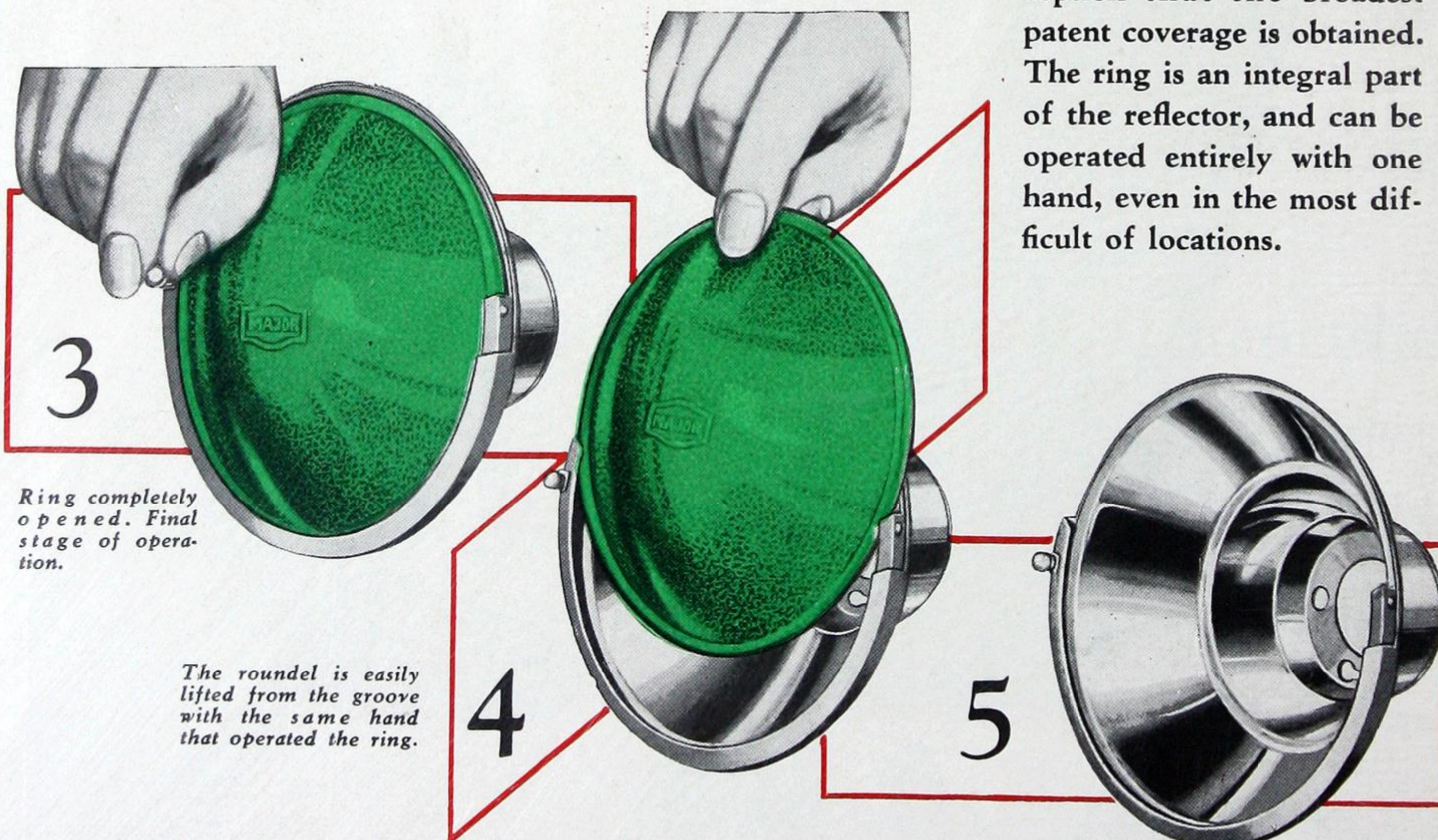
REQUIREMENT

Patented Slip Rings exclusively "MAJOR"

A piece of lighting equipment may do satisfactorily that for which it was made and still be expensive to the owner when the service of replacements and necessary cleaning are considered. Such regular service must be allowed for and the simplicity of MAJOR Slip Rings saves continuously in service expense.



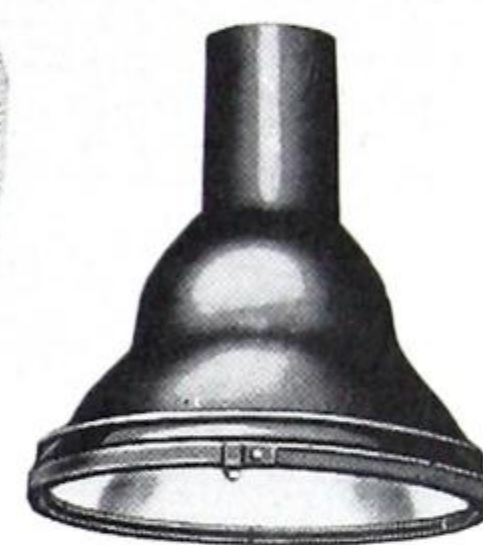
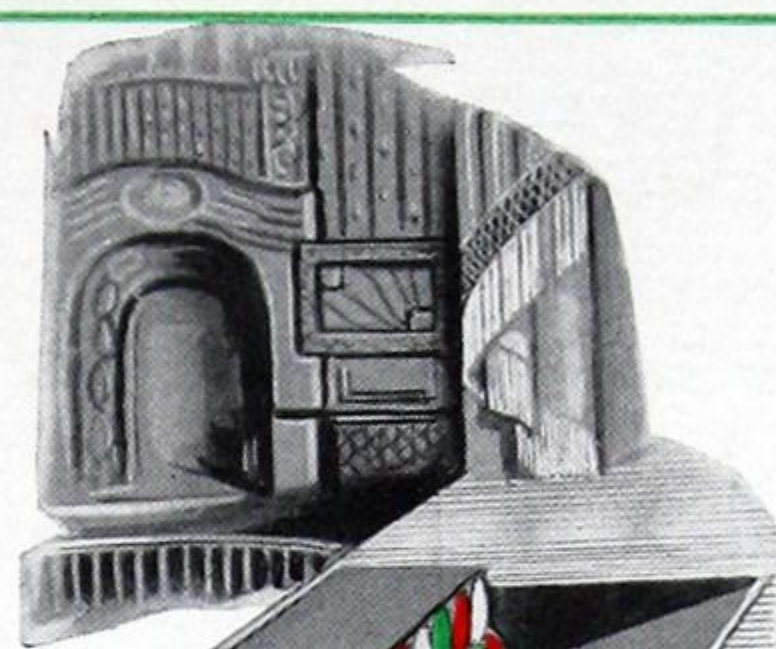
This exclusive origination of MAJOR has created enthusiasm wherever shown, and is so different in its inception that the broadest patent coverage is obtained. The ring is an integral part of the reflector, and can be operated entirely with one hand, even in the most difficult of locations.



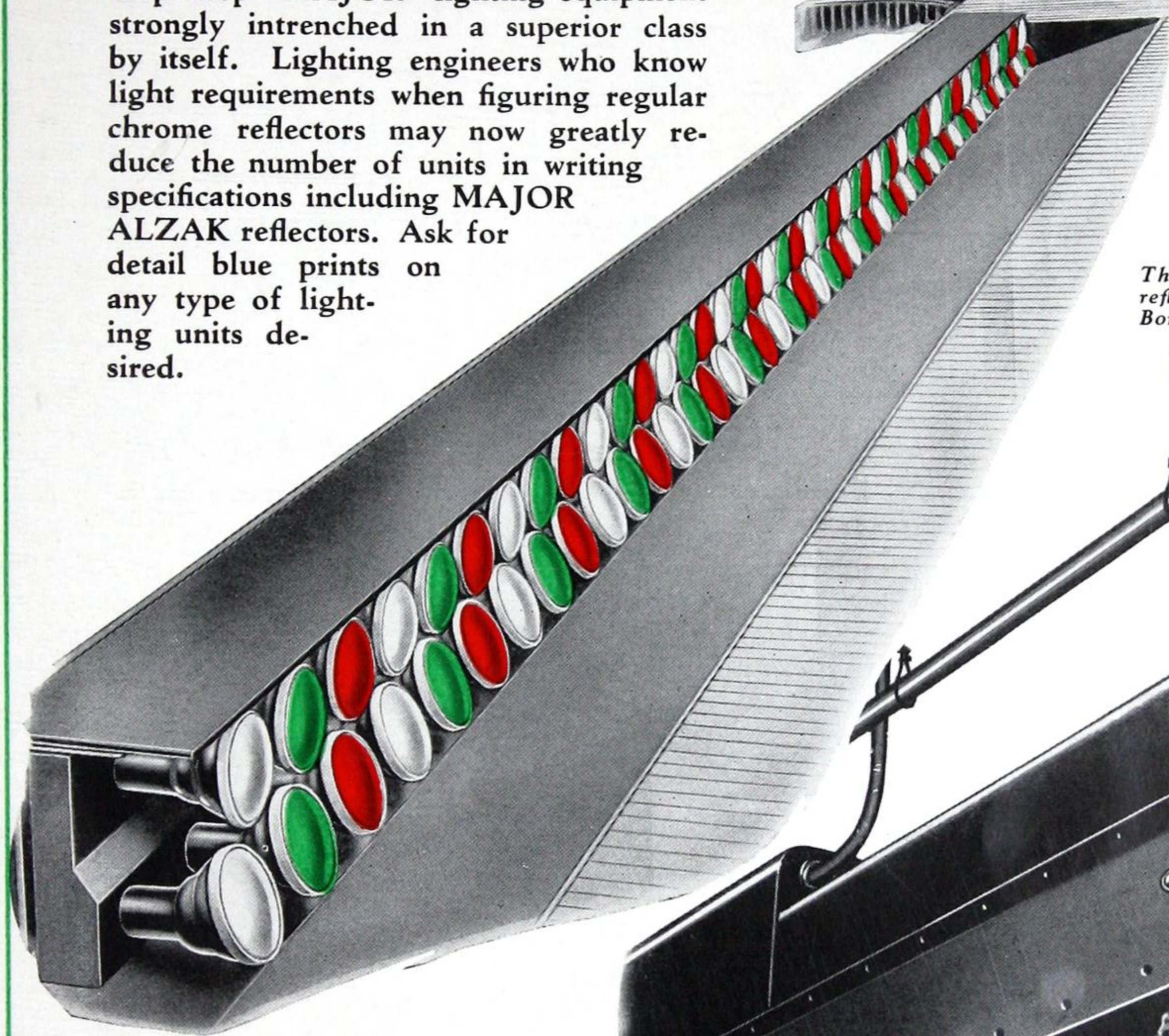
ALZAK Reflectors

ALZAK REFLECTORS

help keep "MAJOR" lighting equipment strongly entrenched in a superior class by itself. Lighting engineers who know light requirements when figuring regular chrome reflectors may now greatly reduce the number of units in writing specifications including MAJOR ALZAK reflectors. Ask for detail blue prints on any type of lighting units desired.



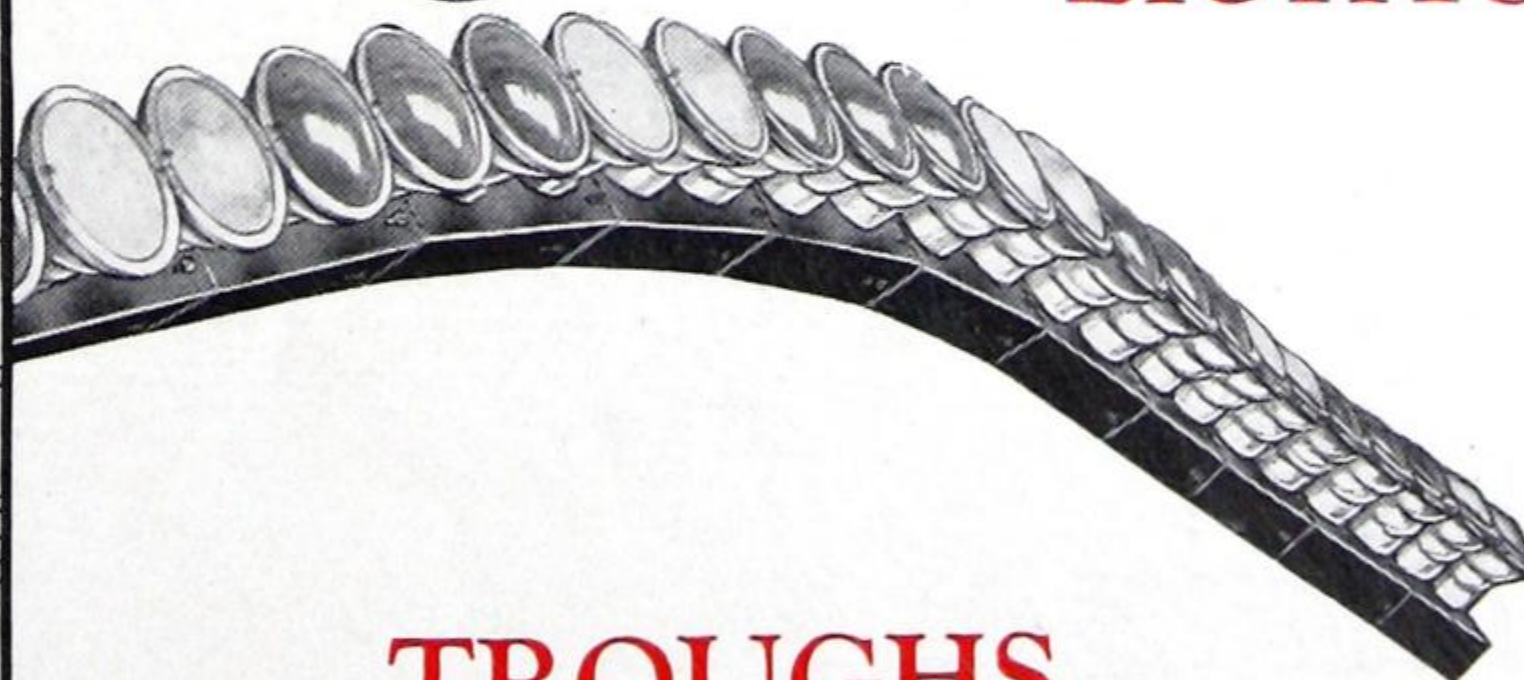
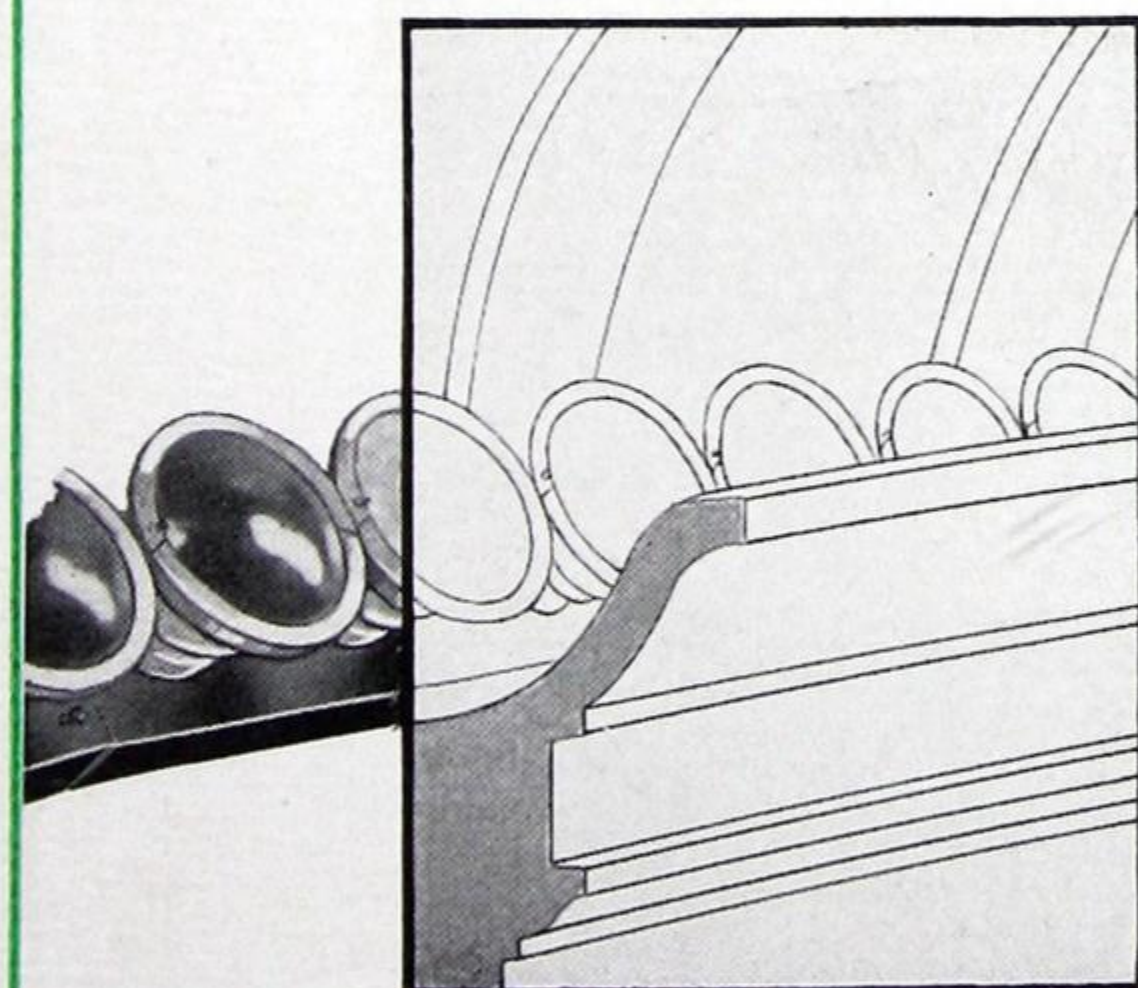
This is the finest type of reflector ever designed for Borderlights.



FOOTLIGHTS



BORDER LIGHTS



TROUGHS